

**What is the most
EFFECTIVE
and most
OVERLOOKED
way to tell your
school's story?**

**A school staff
with an
accurate,
consistent,
and
deliberate
message.**

TYPICAL WAYS TO TELL YOUR SCHOOL'S STORY

- **Newsletters**
- **Brochures**
- **Realtors**
- **Local cable station**
- **Newspaper articles**
- **School board
meetings**
- **Meetings at the
school**

Begin
with the
end in mind